

**Country:** SPAIN  
**Type of Document:** International Market Insight  
**Title:** BOEING TECHNICAL SUMMIT

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For the first time, Boeing held one of its technology summits in Spain. A series of working sessions, lasting half a day, drew top-level strategists and opinion makers from the aerospace sector from all over Spain and the U.S. Summit attendees exchanged views on how technology would influence key business areas in the future. Senior directors from The Boeing Company, led by Vice Chairman Harry Stonecipher, hosted the program.

The fact that Boeing selected Spain as a venue for the technology summit underscores Spain's role as a rising star in the aerospace industry with constantly improving products and services that offer increasing added value. It is also important to note Boeing has had a presence in Spain providing products and services that have fully met its clients' expectations. Boeing's commitment to Spanish customers has been strengthened by its decision to open its first Research and Technology center anywhere outside the U.S.

The Boeing organized tech summit in Madrid was held on January 30, 2002. The summit was divided into four discussion panels tackling four subjects, and each panel was composed of four experts. The topics discussed were:

- The future of communications using a space-based transmission system
- Technology's role in achieving greater efficiency in air traffic management
- The application of technology in the field of the environment
- The impact of technology on defense systems of the future

Boeing established three goals in order to maximize the leverage of the Madrid Technology Summit, including:

- a) Identify business development opportunities
- b) Expand relationships with its Spanish stakeholders

c) Capture the learning at the summit

The success of the summit is mirrored in statements by several of the summit attendees.

Chief of Procurement of the **Spanish Army** - "*This makes it easier to work with Boeing*" Takes Boeing one step closer in working the Apache program successfully, because Apache, missiles, electrooptical system, half of radar, and 40% LM. Electronic warfare depends on Boeing.

**Iberia** Executive - "*We feel you want to get closer*"

**INSA** Executive - "*Tech levels of Space & Defense briefing valuable and very high level*"

**EADS/CASA** - "*You guys have really become focused in Spain.*" They are encouraged due to the potential business opportunities.

**HISPASAT** - the CEO said his firm now realizes that Boeing has a lot of value to offer, and would like to do more with Boeing.

a) Launch vehicle (Amazonas Satellite) Decision expected during first quarter 2002

b) Digital Cinema

c) Hybrid Networks

d) Future Satellite opportunities

Chairman of **ISDEFE (MOD)** - "*Boeing is to be taken much more seriously because the Summit has shown that they know how to work with the Spanish infrastructure.*"

U.S. companies in the aviation market interested in this sector contact the U.S. Commercial Service for additional information:

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U.S. Department of Commerce  
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Industry/title: \_\_\_\_\_

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\_\_\_Direct mail

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- ☐ Recommended by Commerce staff
- ☐ Trade/state/private newsletter
- ☐ Department of Commerce newsletter
- ☐ Other (specify): \_\_\_\_\_

3. Please indicate the extent to which your objectives were satisfied:

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- ☐ Decided to bypass or reduce presence in market
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- ☐ Unsure
- ☐ Probably would not
- ☐ Definitely would not

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1. Number of employees: \_\_1-99 \_\_100-249 \_\_250-499  
\_\_500-999 \_\_1,000+

2. Location (abbreviation of your state only):\_\_\_\_\_

3. Business activity (check one):

\_\_Manufacturing

\_\_Service

\_\_Agent, broker, manufacturer's representative

\_\_Export management or trading company

\_\_Other (specify):\_\_\_\_\_

4. Value of export shipments over the past 12 months:

\_\_Less than \$10K

\_\_\$11K-\$100K

\_\_\$101K-\$500K

\_\_\$501K-\$999K

\_\_\$1M-\$5M

\_\_More than \$5M

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Thank you--we value your input!

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